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### **Three Stripe Adidas against the Puma**

Dassler Brothers Shoe Factory was a model of a German family business 1920s. Dassler whole family, including parents, brothers and sisters worked hard to create a little family business. Since Adi Dassler was a fan of the sport and a good football player, he enthusiastically engaged in the creation of sports shoes, and later he was joined by brother and the whole family. From small orders that were done manually, right in the laundry room of his house, gradually expanding and laboring day and night, the family finally achieved the first success.

Rudolph was a great manager, he sought to expand the business and build new relationships, and Adolf was a great engineer, namely it contains all the best ideas of the company, he was a born designer and inventor.

1933th year for the company becomes Dassler brothers, as well as for the whole of Germany, and then to the whole world turning point. By the power in the German comes Adolf Hitler, each faced with the choice and the brothers unanimously bet on a new leader and become the NSDAP. Dassler brothers forced to participate in a war of Growing . Adolf Dassler soon returned to work, but factory does not produces athletic shoes, a place that produces weapons for the army. Rudolf Dassler continued service is rumored he was even in the Gestapo. Brothers, once worked together for a common cause, are now mortal enemies. War revealed all the contradictions that have accumulated between the brothers, and in 1948 the family company has ceased to exist, and now each of the brothers had to conduct their business independently. There are competing companies Addas, now we know Adidas, and Ruda, today - Puma.

Adolf and Rudolf Dassler did not communicate with each other to the death of one of the brothers.

Manage Adidas and Puma long been dependent families brothers, fighting continued in the form of a competition between two global conglomerates. Today, both companies are no longer a family business, they have become public companies.